

Consumer Appliances in Germany

Market Direction | 2022-11-24 | 123 pages | Euromonitor

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Report description:

The retail volume growth of consumer appliances is set to slow down during 2022, although higher current value growth is expected due to rising unit prices. The main categories still ensuring positive volume growth despite the uncertain economic environment in Germany are expected to be within small appliances, including air treatment products and food preparation appliances. Value sales have also outperformed volume in these categories, due to long-lasting changes in consumer behaviour and life...

Euromonitor International's Consumer Appliances in Germany report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Major Appliances, Small Appliances.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Consumer Appliances market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Table of Contents:

Consumer Appliances in Germany
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List Of Contents And Tables

CONSUMER APPLIANCES IN GERMANY

EXECUTIVE SUMMARY

Consumer appliances in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for consumer appliances?

MARKET INDICATORS

Table 1 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2023
Table 2 Replacement Cycles of Consumer Appliances by Category 2018-2023

MARKET DATA

Table 3 Sales of Consumer Appliances by Category: Volume 2017-2022
Table 4 Sales of Consumer Appliances by Category: Value 2017-2022
Table 5 Sales of Consumer Appliances by Category: % Volume Growth 2017-2022
Table 6 Sales of Consumer Appliances by Category: % Value Growth 2017-2022
Table 7 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2017-2022
Table 8 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2017-2022
Table 9 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2017-2022
Table 10 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2017-2022
Table 11 □Sales of Small Appliances by Category: Volume 2017-2022
Table 12 □Sales of Small Appliances by Category: Value 2017-2022
Table 13 □Sales of Small Appliances by Category: % Volume Growth 2017-2022
Table 14 □Sales of Small Appliances by Category: % Value Growth 2017-2022
Table 15 □NBO Company Shares of Major Appliances: % Volume 2018-2022
Table 16 □LBN Brand Shares of Major Appliances: % Volume 2019-2022
Table 17 □NBO Company Shares of Small Appliances: % Volume 2018-2022
Table 18 □LBN Brand Shares of Small Appliances: % Volume 2019-2022
Table 19 □Distribution of Major Appliances by Format: % Volume 2017-2022
Table 20 □Distribution of Small Appliances by Format: % Volume 2017-2022
Table 21 □Forecast Sales of Consumer Appliances by Category: Volume 2022-2027
Table 22 □Forecast Sales of Consumer Appliances by Category: Value 2022-2027
Table 23 □Forecast Sales of Consumer Appliances by Category: % Volume Growth 2022-2027
Table 24 □Forecast Sales of Consumer Appliances by Category: % Value Growth 2022-2027
Table 25 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2022-2027
Table 26 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2022-2027
Table 27 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2022-2027
Table 28 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2022-2027
Table 29 □Forecast Sales of Small Appliances by Category: Volume 2022-2027
Table 30 □Forecast Sales of Small Appliances by Category: Value 2022-2027
Table 31 □Forecast Sales of Small Appliances by Category: % Volume Growth 2022-2027

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Table 32 □Forecast Sales of Small Appliances by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

REFRIGERATION APPLIANCES IN GERMANY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Strong inflation lifts overall value performance in Germany

Refrigeration appliances may benefit from collaborations

German players retain consumer trust, but suffer from the search for lower prices

PROSPECTS AND OPPORTUNITIES

Fridge-freezers expected to take further share from fridges and freezers

Housing market to soften decline within refrigeration appliances

Refrigeration appliances set to see slower price rises in the coming years

CATEGORY DATA

Table 33 Sales of Refrigeration Appliances by Category: Volume 2017-2022

Table 34 Sales of Refrigeration Appliances by Category: Value 2017-2022

Table 35 Sales of Refrigeration Appliances by Category: % Volume Growth 2017-2022

Table 36 Sales of Refrigeration Appliances by Category: % Value Growth 2017-2022

Table 37 Sales of Freezers by Format: % Volume 2017-2022

Table 38 Sales of Freezers by Volume Capacity: % Volume 2017-2022

Table 39 Sales of Fridge Freezers by Format: % Volume 2017-2022

Table 40 Sales of Fridge Freezers by Volume Capacity: % Volume 2017-2022

Table 41 Sales of Fridge Freezers by Connected Appliances: % Volume 2018-2022

Table 42 □Sales of Fridges by Volume Capacity: % Volume 2017-2022

Table 43 □NBO Company Shares of Refrigeration Appliances: % Volume 2018-2022

Table 44 □LBN Brand Shares of Refrigeration Appliances: % Volume 2019-2022

Table 45 □NBO Company Shares of Built-in Fridge Freezers: % Volume 2018-2022

Table 46 □NBO Company Shares of Freestanding Fridge Freezers: % Volume 2018-2022

Table 47 □NBO Company Shares of Built-in Fridges: % Volume 2018-2022

Table 48 □NBO Company Shares of Freestanding Fridges: % Volume 2018-2022

Table 49 □Distribution of Refrigeration Appliances by Format: % Volume 2017-2022

Table 50 □Production of Refrigeration Appliances: Total Volume 2017-2022

Table 51 □Forecast Sales of Refrigeration Appliances by Category: Volume 2022-2027

Table 52 □Forecast Sales of Refrigeration Appliances by Category: Value 2022-2027

Table 53 □Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2022-2027

Table 54 □Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2022-2027

HOME LAUNDRY APPLIANCES IN GERMANY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Home laundry appliances impacted by economic events

Sales of automatic washer dryers on the rise

BSH Hausgerate leads home laundry appliances in Germany

PROSPECTS AND OPPORTUNITIES

Pulled forward purchases negatively affect forecast for home laundry appliances

Innovations in home laundry appliances need to check various boxes

Future channels and pricing models

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CATEGORY DATA

Table 55 Sales of Home Laundry Appliances by Category: Volume 2017-2022

Table 56 Sales of Home Laundry Appliances by Category: Value 2017-2022

Table 57 Sales of Home Laundry Appliances by Category: % Volume Growth 2017-2022

Table 58 Sales of Home Laundry Appliances by Category: % Value Growth 2017-2022

Table 59 Sales of Automatic Washer Dryers by Connected Appliances: % Volume 2017-2022

Table 60 Sales of Automatic Washing Machines by Format: % Volume 2017-2022

Table 61 Sales of Automatic Washing Machines by Volume Capacity: % Volume 2017-2022

Table 62 Sales of Automatic Washing Machines by Connected Appliances: % Volume 2018-2022

Table 63 NBO Company Shares of Home Laundry Appliances: % Volume 2018-2022

Table 64 LBN Brand Shares of Home Laundry Appliances: % Volume 2019-2022

Table 65 Distribution of Home Laundry Appliances by Format: % Volume 2017-2022

Table 66 Production of Home Laundry Appliances: Total Volume 2017-2022

Table 67 Forecast Sales of Home Laundry Appliances by Category: Volume 2022-2027

Table 68 Forecast Sales of Home Laundry Appliances by Category: Value 2022-2027

Table 69 Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2022-2027

Table 70 Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2022-2027

DISHWASHERS IN GERMANY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Macroeconomic events a driver of development

Smart attributes drive sales in 2022

Siemens, Bosch and Miele remain the leading brands

PROSPECTS AND OPPORTUNITIES

Dishwashers expected to continue its volume decline over the forecast period

Table-top dishwashers could become a niche

Increasing e-commerce opportunities

CATEGORY DATA

Table 71 Sales of Dishwashers by Category: Volume 2017-2022

Table 72 Sales of Dishwashers by Category: Value 2017-2022

Table 73 Sales of Dishwashers by Category: % Volume Growth 2017-2022

Table 74 Sales of Dishwashers by Category: % Value Growth 2017-2022

Table 75 Sales of Dishwashers by Format: % Volume 2017-2022

Table 76 Sales of Dishwashers by Connected Appliances: % Volume 2018-2022

Table 77 NBO Company Shares of Dishwashers: % Volume 2018-2022

Table 78 LBN Brand Shares of Dishwashers: % Volume 2019-2022

Table 79 Distribution of Dishwashers by Format: % Volume 2017-2022

Table 80 Production of Dishwashers: Total Volume 2017-2022

Table 81 Forecast Sales of Dishwashers by Category: Volume 2022-2027

Table 82 Forecast Sales of Dishwashers by Category: Value 2022-2027

Table 83 Forecast Sales of Dishwashers by Category: % Volume Growth 2022-2027

Table 84 Forecast Sales of Dishwashers by Category: % Value Growth 2022-2027

LARGE COOKING APPLIANCES IN GERMANY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Large cooking appliances keeps growing in value terms, but sees volume decline

Multifunction, steam and connectivity

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German manufacturers are trusted, while consumers are brand-loyal

PROSPECTS AND OPPORTUNITIES

Volume sales of large cooking appliances set to decline over the forecast period

Healthy alternatives to microwaves and other forms of cooking are demanded

E-commerce should not be underestimated within large cooking appliances

CATEGORY DATA

Table 85 Sales of Large Cooking Appliances by Category: Volume 2017-2022

Table 86 Sales of Large Cooking Appliances by Category: Value 2017-2022

Table 87 Sales of Large Cooking Appliances by Category: % Volume Growth 2017-2022

Table 88 Sales of Large Cooking Appliances by Category: % Value Growth 2017-2022

Table 89 Sales of Built-in Hobs by Format: % Volume 2017-2022

Table 90 Sales of Ovens by Connected Appliances: % Volume 2018-2022

Table 91 NBO Company Shares of Large Cooking Appliances: % Volume 2018-2022

Table 92 LBN Brand Shares of Large Cooking Appliances: % Volume 2019-2022

Table 93 NBO Company Shares of Built-in Hobs: % Volume 2018-2022

Table 94 □NBO Company Shares of Ovens: % Volume 2018-2022

Table 95 □NBO Company Shares of Cooker Hoods: % Volume 2018-2022

Table 96 □NBO Company Shares of Built-in Cooker Hoods: % Volume 2018-2022

Table 97 □NBO Company Shares of Freestanding Cooker Hoods: % Volume 2018-2022

Table 98 □NBO Company Shares of Cookers: % Volume 2018-2022

Table 99 □NBO Company Shares of Range Cookers: % Volume 2018-2022

Table 100 □Distribution of Large Cooking Appliances by Format: % Volume 2017-2022

Table 101 □Production of Large Cooking Appliances: Total Volume 2017-2022

Table 102 □Forecast Sales of Large Cooking Appliances by Category: Volume 2022-2027

Table 103 □Forecast Sales of Large Cooking Appliances by Category: Value 2022-2027

Table 104 □Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2022-2027

Table 105 □Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2022-2027

MICROWAVES IN GERMANY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Volume sales of microwaves suffer from production issues

Microwaves are being integrated into the smart home

VESTEL remains the leader in microwaves in Germany

PROSPECTS AND OPPORTUNITIES

Further declines expected due to high inflation and uncertainty amongst consumers

Potential for microwaves as a substitute for ovens

Online sales equally important to offline sales

CATEGORY DATA

Table 106 Sales of Microwaves by Category: Volume 2017-2022

Table 107 Sales of Microwaves by Category: Value 2017-2022

Table 108 Sales of Microwaves by Category: % Volume Growth 2017-2022

Table 109 Sales of Microwaves by Category: % Value Growth 2017-2022

Table 110 Sales of Microwaves by Connected Appliances: % Volume 2018-2022

Table 111 NBO Company Shares of Microwaves: % Volume 2018-2022

Table 112 LBN Brand Shares of Microwaves: % Volume 2019-2022

Table 113 Distribution of Microwaves by Format: % Volume 2017-2022

Table 114 Production of Microwaves: Total Volume 2017-2022

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Table 115 □Forecast Sales of Microwaves by Category: Volume 2022-2027

Table 116 □Forecast Sales of Microwaves by Category: Value 2022-2027

Table 117 □Forecast Sales of Microwaves by Category: % Volume Growth 2022-2027

Table 118 □Forecast Sales of Microwaves by Category: % Value Growth 2022-2027

FOOD PREPARATION APPLIANCES IN GERMANY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Boom in sales of food preparation appliances is over

Few products see opportunities due to previous strong double-digit growth during pandemic

The battle within high-end food processors intensifies

PROSPECTS AND OPPORTUNITIES

Inflation will lead to premiumisation, driving retail current value growth

Connectivity set to continue to grow in importance

Renewed consumer interest in home cooking expected to outlast the pandemic

CATEGORY DATA

Table 119 Sales of Food Preparation Appliances by Category: Volume 2017-2022

Table 120 Sales of Food Preparation Appliances by Category: Value 2017-2022

Table 121 Sales of Food Preparation Appliances by Category: % Volume Growth 2017-2022

Table 122 Sales of Food Preparation Appliances by Category: % Value Growth 2017-2022

Table 123 NBO Company Shares of Food Preparation Appliances: % Volume 2018-2022

Table 124 LBN Brand Shares of Food Preparation Appliances: % Volume 2019-2022

Table 125 Distribution of Food Preparation Appliances by Format: % Volume 2017-2022

Table 126 Forecast Sales of Food Preparation Appliances by Category: Volume 2022-2027

Table 127 Forecast Sales of Food Preparation Appliances by Category: Value 2022-2027

Table 128 □Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2022-2027

Table 129 □Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2022-2027

SMALL COOKING APPLIANCES IN GERMANY

KEY DATA FINDINGS

2022 DEVELOPMENTS

After a strong growth during the pandemic, small cooking appliances is set to see a decline in 2022

Severin continues to lead small cooking appliances with its diverse portfolio

PROSPECTS AND OPPORTUNITIES

CATEGORY DATA

Table 130 Sales of Small Cooking Appliances by Category: Volume 2017-2022

Table 131 Sales of Small Cooking Appliances by Category: Value 2017-2022

Table 132 Sales of Small Cooking Appliances by Category: % Volume Growth 2017-2022

Table 133 Sales of Small Cooking Appliances by Category: % Value Growth 2017-2022

Table 134 Sales of Freestanding Hobs by Format: % Volume 2017-2022

Table 135 NBO Company Shares of Small Cooking Appliances: % Volume 2018-2022

Table 136 LBN Brand Shares of Small Cooking Appliances: % Volume 2019-2022

Table 137 Distribution of Small Cooking Appliances by Format: % Volume 2017-2022

Table 138 Forecast Sales of Small Cooking Appliances by Category: Volume 2022-2027

Table 139 □Forecast Sales of Small Cooking Appliances by Category: Value 2022-2027

Table 140 □Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2022-2027

Table 141 □Forecast Sales of Small Cooking Appliances by Category: % Value Growth 2022-2027

VACUUM CLEANERS IN GERMANY

KEY DATA FINDINGS

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2022 DEVELOPMENTS

Simple to use and cordless vacuum cleaners drive sales

Wet and dry vacuum cleaners gain interest in Germany

PROSPECTS AND OPPORTUNITIES

CATEGORY DATA

Table 142 Sales of Vacuum Cleaners by Category: Volume 2017-2022

Table 143 Sales of Vacuum Cleaners by Category: Value 2017-2022

Table 144 Sales of Vacuum Cleaners by Category: % Volume Growth 2017-2022

Table 145 Sales of Vacuum Cleaners by Category: % Value Growth 2017-2022

Table 146 Sales of Robotic Vacuum Cleaners by Connected Appliances: % Volume 2018-2022

Table 147 NBO Company Shares of Vacuum Cleaners: % Volume 2018-2022

Table 148 LBN Brand Shares of Vacuum Cleaners: % Volume 2019-2022

Table 149 Distribution of Vacuum Cleaners by Format: % Volume 2017-2022

Table 150 Forecast Sales of Vacuum Cleaners by Category: Volume 2022-2027

Table 151 □Forecast Sales of Vacuum Cleaners by Category: Value 2022-2027

Table 152 □Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2022-2027

Table 153 □Forecast Sales of Vacuum Cleaners by Category: % Value Growth 2022-2027

PERSONAL CARE APPLIANCES IN GERMANY

KEY DATA FINDINGS

2022 DEVELOPMENTS

More and more start-ups enter oral care appliances

Braun and Oral-B lead personal care appliances

PROSPECTS AND OPPORTUNITIES

Ongoing innovation will keep driving sales of personal care appliances in Germany

Sustainability a factor in personal care appliances

Pandemic sets a path for lasting growth in e-commerce

CATEGORY DATA

Table 154 Sales of Personal Care Appliances by Category: Volume 2017-2022

Table 155 Sales of Personal Care Appliances by Category: Value 2017-2022

Table 156 Sales of Personal Care Appliances by Category: % Volume Growth 2017-2022

Table 157 Sales of Personal Care Appliances by Category: % Value Growth 2017-2022

Table 158 Sales of Body Shavers by Format: % Volume 2017-2022

Table 159 Sales of Hair Care Appliances by Format: % Volume 2017-2022

Table 160 NBO Company Shares of Personal Care Appliances 2018-2022

Table 161 LBN Brand Shares of Personal Care Appliances 2019-2022

Table 162 Distribution of Personal Care Appliances by Format: % Volume 2017-2022

Table 163 □Forecast Sales of Personal Care Appliances by Category: Volume 2022-2027

Table 164 □Forecast Sales of Personal Care Appliances by Category: Value 2022-2027

Table 165 □Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2022-2027

Table 166 □Forecast Sales of Personal Care Appliances by Category: % Value Growth 2022-2027

AIR TREATMENT PRODUCTS IN GERMANY

KEY DATA FINDINGS

2022 DEVELOPMENTS

A shift of consumer awareness, caused by heatwaves

Air purifiers on the rise, continuing to be positively impacted by health factors

Players in air purifiers gain volume share in 2022

PROSPECTS AND OPPORTUNITIES

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Germany is expected to heat up, driving growth of air treatment products
Split air conditioners have to be approved by cautious German renters and landlords
E-commerce expected to become more important

CATEGORY DATA

Table 167 Sales of Air Treatment Products by Category: Volume 2017-2022

Table 168 Sales of Air Treatment Products by Category: Value 2017-2022

Table 169 Sales of Air Treatment Products by Category: % Volume Growth 2017-2022

Table 170 Sales of Air Treatment Products by Category: % Value Growth 2017-2022

Table 171 Sales of Air Conditioners by Connected Appliances: % Volume 2018-2022

Table 172 NBO Company Shares of Air Treatment Products: % Volume 2018-2022

Table 173 LBN Brand Shares of Air Treatment Products: % Volume 2019-2022

Table 174 Distribution of Air Treatment Products by Format: % Volume 2017-2022

Table 175 Forecast Sales of Air Treatment Products by Category: Volume 2022-2027

Table 176 □Forecast Sales of Air Treatment Products by Category: Value 2022-2027

Table 177 □Forecast Sales of Air Treatment Products by Category: % Volume Growth 2022-2027

Table 178 □Forecast Sales of Air Treatment Products by Category: % Value Growth 2022-2027

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